

CLAIMS

1. A viewing control apparatus that stores contents identification information and viewing condition information indicating a viewing expiration date of the contents in a processing module,
5 updates, when an advertisement associated with viewing condition update information for updating the viewing condition information is reproduced, the viewing condition information stored in said processing module through an updating section based on the viewing condition update
10 information, and controls reproduction of the contents based on the viewing condition information.
2. The viewing control apparatus according to claim 1, wherein said processing module is a secure module.
3. The viewing control apparatus according to claim 1, wherein the
15 expiration date of the contents is specified with an absolute time or a relative time.
4. The viewing control apparatus according to claim 3, wherein the expiration date of the contents indicated with the absolute time is generated based on the expiration date of the contents indicated with
20 the relative time using an arbitrary time point between an advertisement viewing start time and advertisement viewing end time or a time at which the advertisement is acquired as a reference time.
5. The viewing control apparatus according to claim 1, wherein the viewing condition update information includes an expiration date of an
25 advertisement and a source of a latest advertisement to be acquired at a time at which the expiration date is past.
6. The viewing control apparatus according to claim 1, wherein the contents or the advertisement are acquired via broadcasting, communication or a recording medium.
- 30 7. The viewing control apparatus according to claim 1, wherein the contents or the advertisement are stored in advance.
8. The viewing control apparatus according to claim 1, wherein the contents, the viewing condition update information or the viewing condition information is encrypted.
- 35 9. The viewing control apparatus according to claim 1, wherein a first key encrypted using a common key is output to a processing module

when reproduction of the advertisement is started and the viewing condition update information encrypted using the first key is output to the processing module when the reproduction of the advertisement is completed and the processing module decrypts the first key using the common key and decrypts the viewing condition update information using the first key to update the viewing condition information.

10. The viewing control apparatus according to claim 9, wherein when a lapse of time after the first key is received by the processing module until the viewing condition update information is received is different from the original reproduction display time of the advertisement, the viewing condition information is not updated.

11. The viewing control apparatus according to claim 9, wherein the first key encrypted using the common key is output to the processing module when reproduction of the advertisement is started, and from then on, a new key is encrypted using key sent immediately before and output to the processing module every time the reproduction of the advertisement advances by a predetermined amount, and the viewing condition update information encrypted using key sent immediately before is output to the processing module when the reproduction of the advertisement is completed, the processing module decrypts and reproduces keys sent sequentially and decrypts the viewing condition update information using key sent before to update the viewing condition information.

12. The viewing control apparatus according to claim 11, wherein when a lapse of time after each key is received by the processing module until the next key is received and a lapse of time after the last key is received until the viewing condition update information is received are different from the time required to advance the reproduction of the advertisement by a predetermined amount, the viewing condition information is not updated.

13. The viewing control apparatus according to claim 1, wherein when the contents are copied, an advertisement which allows the contents to be viewed is copied together.

14. The viewing control apparatus according to claim 1, wherein the viewing condition information or the viewing information update information is associated with a group of contents.

15. The viewing control apparatus according to claim 1, wherein when

the contents are reproduced, an advertisement which allows viewing of the contents is reproduced before the contents.

16. A viewing control program that causes a computer to function so as to store contents identification information and viewing condition information indicating a viewing expiration date of the contents,
- 5 update the viewing condition information stored based on the viewing condition update information when an advertisement associated with viewing condition update information for updating the viewing condition information is reproduced, and
- 10 control reproduction of the contents based on the viewing condition information.

17. A secure module that stores encrypted contents to be viewed and contents viewing condition information which specifies an expiration date until which viewing of the encrypted contents is allowed and
- 15 decrypts and reproduces the encrypted contents based on the expiration date specified by the viewing condition information, wherein, when an advertisement associated with viewing condition update information for updating the expiration date of the encrypted contents specified by the viewing condition information is reproduced, the viewing condition
- 20 information is updated based on the viewing condition update information and viewing of the encrypted contents specified by the viewing condition update information is allowed.